

Champagne & Sparkling Wines

The word "champagne" was originally very properly applied to wines, whether still or sparkling, made in the Champagne district of France. By custom and popular usage, champagne is the name given to a type of sparkling wine produced by a process of fermentation in the bottle. Today, because of the modern demands for champagne in large quantities, the modern bulk-process method of fermentation and bottling is employed at REGINA.



White Wines... Red Wines

Illustrated here are a few of the many fine wines produced by REGINA. Red wines are made from grapes whose natural color is red. The grape skin is left in the fermentation vat long enough to give the wine the desired color.

The color of white wines is basically determined by the color of the grapes. REGINA'S fine gourmet dinner wines are made from varietal wine grapes grown in our own vineyards on the sunny slopes of the Sierra Madre Mountains.

Wine Miscellany

California produces more than 80% of all wines that Americans drink.

The alcoholic content of California wines varies from 11% to 21% by volume. Dinner and sparkling wines average about 12%, cocktail and dessert wines about 20%.

When cooking with wine, the alcohol evaporates at 172° F (water boils at 212° F), and leaves only the delicious wine flavors, thus, wine-cooked foods are suitable for all the family.

Wine is the only beverage that may improve after bottling.

Use of Wine

Wine is made to be enjoyed! A glass that is big enough to be half-filled, allowing enough air to reach the wine so that its full flavor may be released is sufficient and proper. A tulip-shaped glass is one of the nicest and most popular for all wine, as well as brandy. Red wines are normally served at room temperature. White wines are usually slightly chilled. Personal preference should determine what wine should be served with what food.



Wine Vinegar

Wine vinegar in ancient times was the only vinegar known to man. The name comes from the French "vinaigre" meaning a sharp wine. Regina Champagne stock White Wine vinegar is truly the champagne of vinegars — use it in all recipes calling for distilled or regular vinegar.

The taste will tell — Try it!



Tasting and Hospitality Room

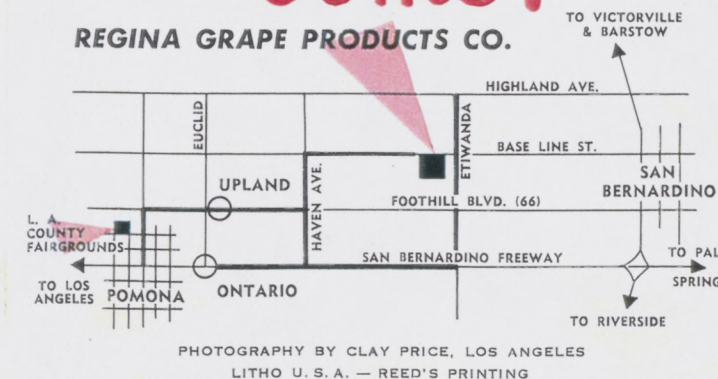
Displayed here are the fine wines and wine vinegars you have seen being made during your tour. Here, any of your questions will be answered by REGINA'S master vintners, and you are invited to sample all REGINA'S products. Also available to you are souvenir gifts you may wish to buy as mementos of your visit.

Visit Taste

OPEN SEVEN DAYS A WEEK
SELF-CONDUCTED TOURS 10:00 A.M. TO 5:00 P.M.
TASTING ROOM OPEN 10:00 A.M. TO 6:00 P.M.

Come!

REGINA GRAPE PRODUCTS CO.



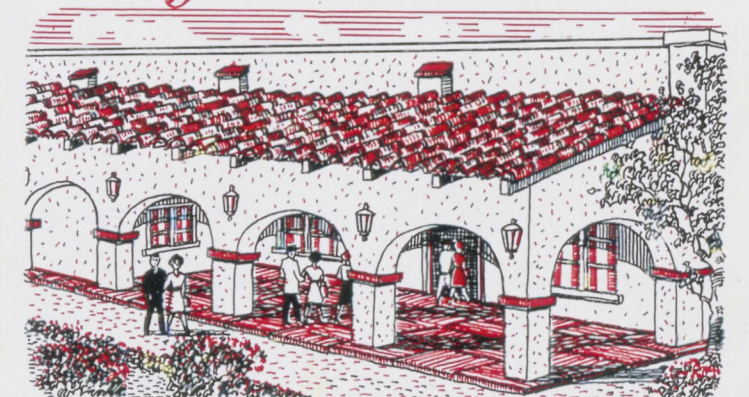
Wine & Wine Industry Illustrations

FREE

A Genuine CONTINENTAL

Winery Tour

Regina GRAPE PRODUCTS CO.



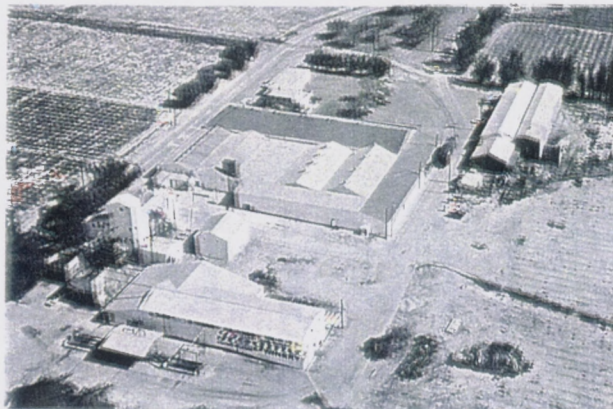
● REGINA WINERY RESTAURANT
WATCH FOR THE OPENING

Regina's Argentine Lilliputian Horses
(World's Smallest)



These wonder horses may be seen daily at the
Regina Winery, Etiwanda, Calif.

GENUINE CONTINENTAL SELF-CONDUCTED *Winery Tour* AT REGINA GRAPE PRODUCTS CO. *Visit...Taste*



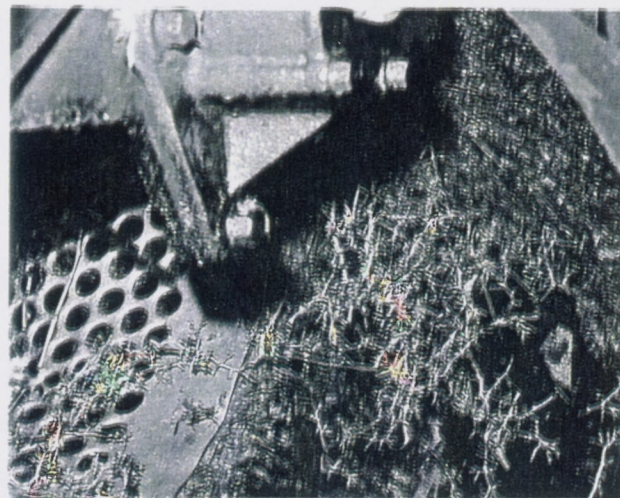
REGINA WINERY was established in 1906 by Claudio Ellena, a master vintner, on the rolling hills north of the city of Etiwanda in San Bernardino County. Now, John Ellena, fifth generation master vintner, carries on the family tradition of producing fine wines.

Regina Grape Products, the largest of its kind in Southern California, is proud to make its facilities and tasting-room open for your inspection and enjoyment. Welcome to a free, self-conducted tour of REGINA, and learn something of the secrets of the ancient art of wine-making!



Gathering of the Grapes

At REGINA, due to the grape-growth, cycle and climate, this gathering occurs during the fall months of the year. REGINA determines exactly the best time for gathering by the use of the most modern instruments, which measure the sugar content of the grapes.



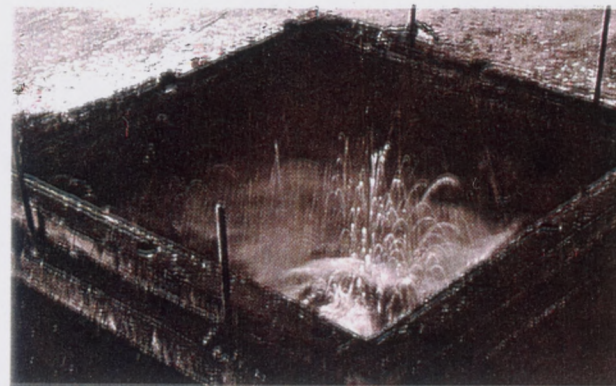
Stemming

Formerly, the stemming was done by hand, or by rake over a sieve or screen. REGINA employs the use of an ingenious machine which carries off the stems, while the whole grapes escape through chutes.



Crushing

The ancient Biblical method consisted of trampling the grapes with the bare feet. Today's modern crusher used at REGINA consists of a hopper, beneath which revolve two grooved cylinders. The grapes are dumped into the hopper, and then crushed between the rollers, which break only the skins, without crushing the seeds. From here, the grapes pass into the fermentation vats.



Fermentation

From the latin "fervere," meaning to boil, fermentation is the process which leads to the formation of alcohol by natural process. The great chemist Pasteur showed that the ripe grape is covered with a mass of micro-organisms. These microbes collect on the fruit and stems, and are known as the "bloom" of the grapes. Just why they remain fixed on the grapes in a dormant state until they are mixed with the juice of the grape and become highly activated . . . is still a mystery.



Drawing Off the Wine

Fermentation is recognized by declining temperature, settling down of the solid mass, clearing of the liquid, and by taste and smell. REGINA then pumps the new wine into casks in which the wine is stored. Several times a year, the wine is drawn off to keep the deposits that settle in the casks from mixing with the clear liquid.



Ageing

Wines are generally aged from one to three years, depending upon the type of wine. Redwood tanks are most commonly used in California wineries, and they range in size from 3,000 to 30,000 gallons.



Bottling

At REGINA WINERY, both the still and sparkling wines are bottled by automatic machines, which also label and box the wines for shipment. In the case of sparkling wines (Champagne and sparkling burgundy), these are bottled at 24 degrees Fahrenheit, and then allowed to come to room temperature prior to labeling.